

Alaska's Rainforest Islands

A Central Southeast Alaska Regional Partnership

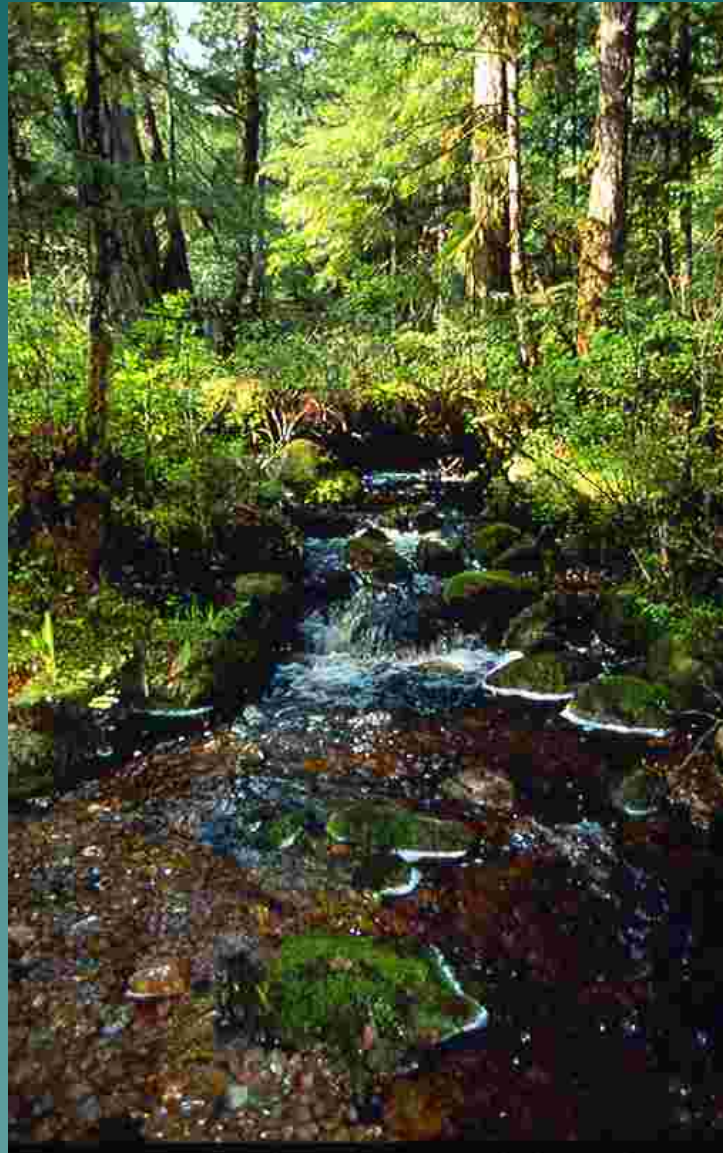


Southeast Conference in Ketchikan Alaska
September 20, 2006



Eric Phillips – Petersburg Economic Development Council
Odin Brudie – Alaska Dept. of Commerce

Alaska's Rainforest Islands



Prince of Wales

Alaska's Rainforest Islands



Wrangell

Alaska's Rainforest Islands



Hammer Slough

Alaska's Rainforest Islands

Explore the Heart of Alaska's Inside Passage

Alaska's Rainforest Islands stretch out through the pristine, blue-green waters of the heart of the Inside Passage. Step off the ferry into a wholly original world; ramble, bike, or drive our backcountry roads and trails; wander through our countless islands.

Alaska's Rainforests Islands offer the best of Alaska in one place. You'll find ancient forests, glaciers

and fairy-tale mountains, bears and whales, cultures modern and ancient, as well as great fishing and seafood. You can easily and affordably navigate this world, tailoring your trip to personal desires. At the end of the day, stay in a tent on an empty beach, or a wilderness lodge, or in one of our friendly towns, where you can plot in comfort an even more remarkable way to spend the following day. Come get to know us and the special place we live!



Mountain Peaks Courtesy: Prince of Wales Island

Exploration Made Easy

Getting to Alaska's Rainforest Islands in Central Southeast has never been easier, thanks especially to Southeast Alaska's new Interisland Ferry route, scheduled to start regular

low-cost, convenient runs to hub communities like Wrangell, Petersburg and Coffman Cove.

Once you've arrived in Alaska's Rainforest Islands, walking, hiking and biking maps, local tour guides, car rentals and other friendly businesses are ready to further point you toward the best activities and amenities to make your trip memorable. Check specific community websites (listed inside this brochure) for trip planning resources, or visit www.AlaskaRainforestIslands.com.

Get away from the crowds and into the heart of the Inside Passage!

Alaska's Marine Highway System
1-800-642-0066
www.FerryAlaska.com



Alaska Airlines
1-800-252-7522
www.AlaskaAir.com



Interisland Ferry Authority
1-866-308-4848
www.InterislandFerry.com



Interested in other adventures in Southeast Alaska?
Visit SEATrails at www.SEATrails.org.



Mountains in Sitka Courtesy: Petersburg



*so much to see,
so much to share...*
www.AlaskaRainforestIslands.com

Photo: Mark Hensberg



ancient forests

countless islands



friendly towns



living culture



& you

Visit
Alaska's Rainforest Islands
heart of the Inside Passage

Petersburg • Wrangell • Prince of Wales Island • & beyond

By redirecting some of the funds already being spent by the individual communities, we can form a stronger marketing presence for the region.

Alaska's Rainforest Islands



Central Southeast Regional Partnership

Mission: To Create a sub-regional development strategy that will define the links between communities, enhance recreational opportunities, support existing visitor industry jobs, and create new business and job opportunities.

Alaska's Rainforest Islands



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3147 © J. Hammond,
Alaska Division of Tourism

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...The Heart of the Inside Passage



The Best of Alaska in One Region

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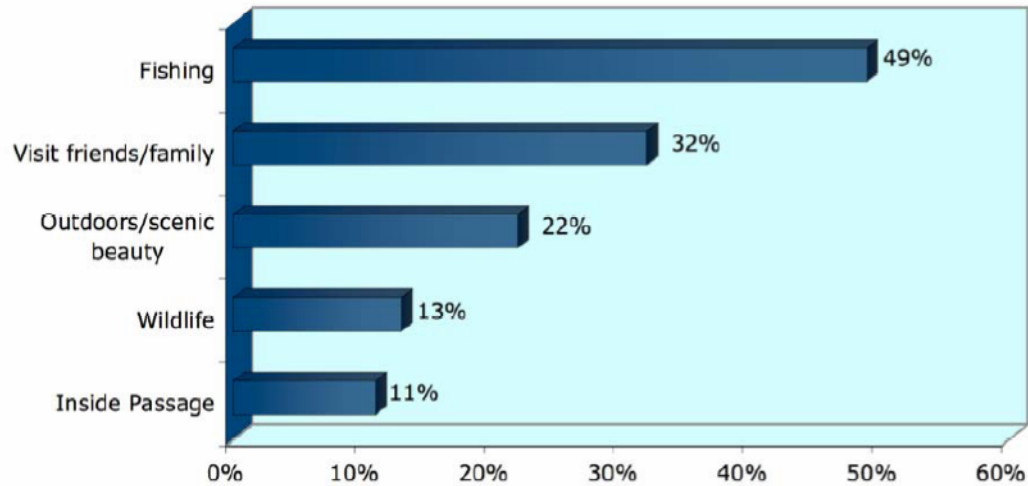
2005 Visitor Profile – Central Southeast Region

- 80% coming for vacation or pleasure
- 20% come to see family & friends
- 66% have been to Alaska before
- ARI visitors spend 12.4 nights in Alaska, 6.6 in ARI
- ARI visitors spend \$1,237 and \$1,700 total in Alaska
- 38% ARI visitors spend a least one night in Ketchikan

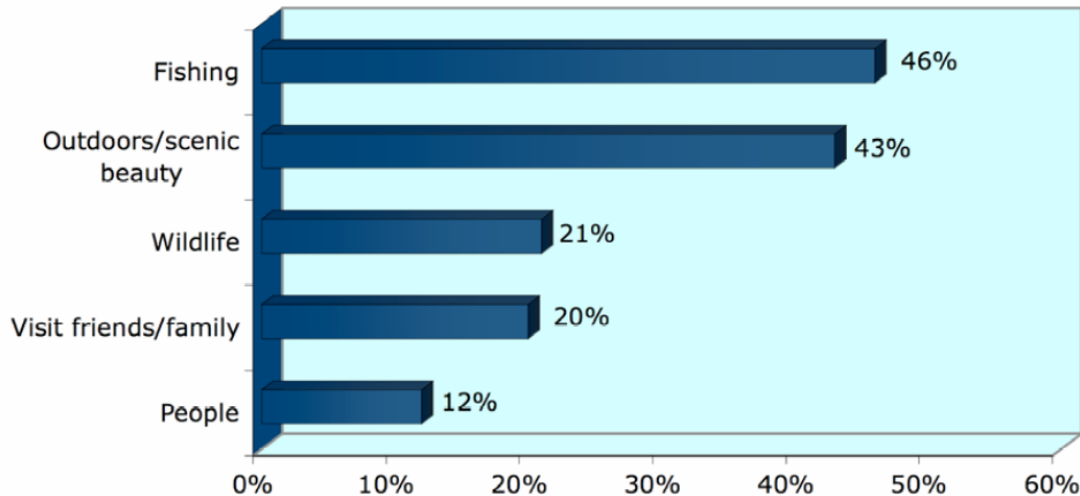
Alaska's Rainforest Islands



Why did you choose to visit the Central Southeast area? (Top 5)
Alaska Travelers Survey, Central Southeast Visitors, Summer 2005



What did you enjoy most about visiting this area? (Top 5)
Alaska Travelers Survey, Central Southeast Visitors, Summer 2005



Alaska's Rainforest Islands



What did you enjoy most about visiting this region?

<i>Activity</i>	<i>Central SE</i>	<i>Copper Basin</i>	<i>Bering Straits</i>	<i>Western Alaska</i>
1. Fishing	46%	8%	10%	57%
2. Scenic beauty	43	66	43	38
3. Wildlife	21	21	29	25
4. Visiting F's & R's -VFR	20	2	24	15
5. People	12	3	29	5
6. Bear viewing	5			26
7. Hiking	4			
8. Native culture/art	4		10	5
9. Remote/small	3	14	36	25
10. Stikine River	2			
11. Hunting	1		7	2
12. Other	6		12	10
13. Camping/RV		4		
14. Wrangell St. Elias		15		
15. Bird Watching			17	8
16. Gold Rush history			14	
17. Midnight sun			7	

Alaska's Rainforest Islands



Participation in Tours and Activities in Alaska
Alaska Travelers Survey, Non-Cruise Visitors, Summer 2005

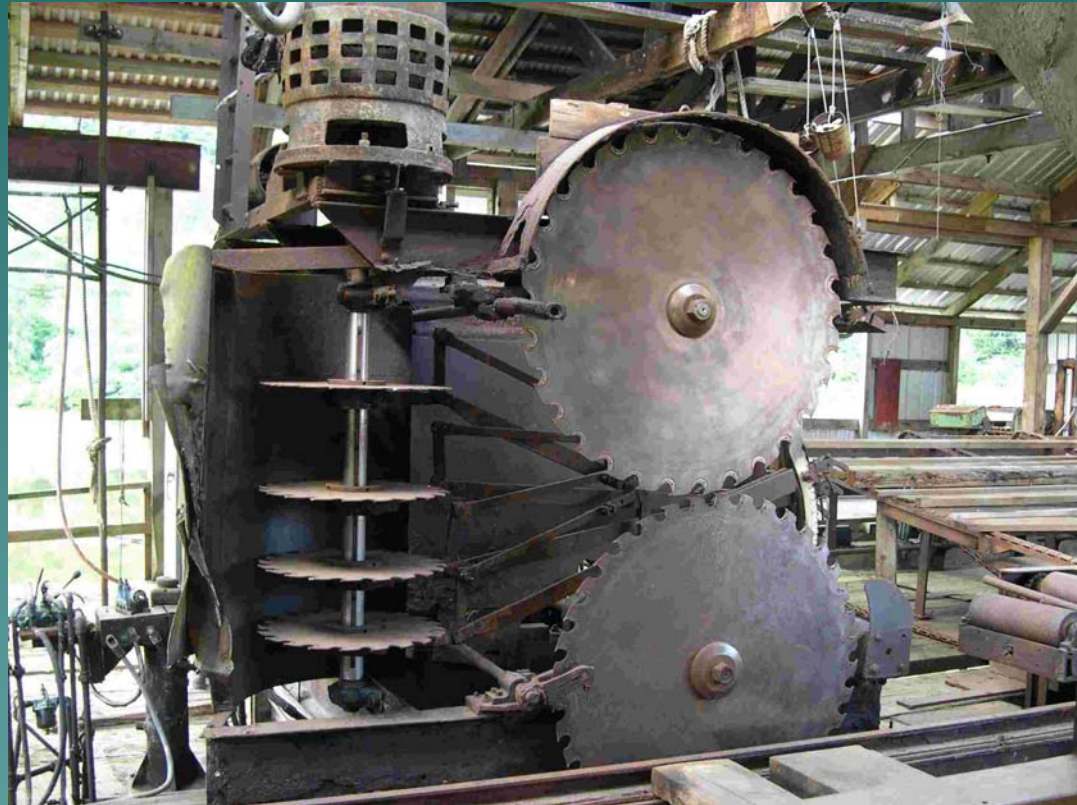
	% of Central SE Visitors
Fishing	73%
Fishing (unguided)	45
Fishing (guided)	36
Wildlife/marine life viewing	54
Bear viewing	32
Bird watching	21
Shopping	49
Cultural activities	36
Museums/historical sites	25
Native culture tours/activities	22
Hiking/nature walk	35
Boating	33
Visiting friends/relatives	29
City tour	24
Day cruise	19
Flightseeing	13
Kayaking/canoeing	11
Camping	8
Train	7
Hunting	6
Tramway/gondola	6
Business	4
Biking	3
Rafting	2
Other activities	5

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Visitor Origin:

- Western US 60%
- South US 12%
- Midwest US 11%
- East US 10%
- International 7%



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Developing Alaska's Rural Tourism - DART

- Assessment of the resources and attractions – “explorability”, history, architecture, cultural attractions.
- Self-exam of Existing Accommodations and Services - lodging, lodges, tours – GOOD in places, LIMITED in others.
- Business Planning and Development – training, AlaskaHost, SBDC, B&B Assn., UA, EDA...

Alaska's Rainforest Islands



Ancient Forests



Countless Islands



Friendly Towns



Living Culture

And You

Visit

Alaska's Rainforest Islands

heart of the Inside Passage

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[Itineraries](#)

Welcome!

Alaska's Rainforest Islands offer the best of Alaska in one place.

- Ancient Forests
- Countless Islands
- Friendly Towns
- Living Culture
- & YOU



Alaska's Rainforest Islands



Ancient Forests



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Friendly Towns



Living Culture

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Itineraries

1 Day Itinerary	4 Day Itinerary	7 Day Itinerary	10 Day Itinerary
2 Day Itinerary	5 Day Itinerary	8 Day Itinerary	11 Day Itinerary
3 Day Itinerary	6 Day Itinerary	9 Day Itinerary	12 Day Itinerary

11 Day Itinerary

[Back to Itinerary Menu](#)

- Day 1 Arrive in Petersburg via Alaska Airlines, Petersburg Walking Tour
- Lodging in Petersburg
- Day 2 Sightseeing out to LaConte Glacier via boat charter
- Lodging in Petersburg
- Day 3 Kayak the Wrangell Narrows, or hike Petersburg trails - check with Petersburg Ranger District
- Lodging in Petersburg
- Day 4 Take the IFA from Petersburg to Wrangell, Wrangell Walking Tour
- Lodging in Wrangell
- Day 5 Tour Boat to Anan Creek Bear Viewing Area (need permit in advance)
- Lodging in Wrangell



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Partners and Affiliates



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Logo Ideas



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CENTRAL SOUTHEAST ***ALASKA'S RAINFOREST ISLANDS – Heart of the Inside Passage***

REGIONAL BRANDING & MARKETING PLAN



**A Project of the Central Southeast Regional Partnership
and the Developing Alaska Rural Tourism (DART) Program**
www.commerce.state.ak.us/oed/dart/home.htm

Local partners include: City of Wrangell, City of Petersburg, Coffman Cove, USFS, Inter-Island Ferry Authority, Southeast Alaska Trail System (www.SEATrails.org), and the Prince of Wales Island Chamber of Commerce

Project sponsored by – State Department of Commerce, Community & Economic Development, and a grant from the US Economic Development Administration

Agnew::Beck Consulting, Anchorage, Alaska
www.agnewbeck.com

June 2006

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Photo: Alaska Rainforest Islands

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